

LOOKING AHEAD

*"I'd Rather Be With Universal Looking Ahead,
Than With Anybody Else, Looking Behind!"*

Vol. 2

JANUARY 17, 1933

Number 24

WEST WINS

CONGRATULATIONS ON JOB WELL DONE

CONGRATULATIONS!

The Carl Laemmle, Jr. Appreciation Drive must not pass into history without a word of appreciation and commendation. You men in the field did a tremendous piece of work . . . and you did it splendidly. I am sorry that there is not a prize for every one of you. But there must be winners . . . and . . . so, too, some must lose. I want to extend my warmest congratulations to both. The losers at least have the personal satisfaction of knowing that their work helped their branch, their district or their division in its great showing . . . and helped materially in putting over one of the greatest sales drives ever accomplished.

I want every man who reads this to know that this statement is directed to him personally. I want you all to know how proud we are of your work and how deeply we appreciate what you have achieved.

The winners must be especially complimented. To have won out in such a hotly contested contest is an achievement to which they can point with justifiable pride.

Please accept my sincere thanks.

L. J. Schlaifer

CARL LAEMMLE, Jr., APPRECIATION DRIVE!

**New York Winning Branch; Kelly of Boston Wins \$500;
Baker of Detroit, \$300; Engle, Philadelphia, \$200**

Here's the good news at last. Good for the winners . . . not so good for the losers . . . but it was a grand fight and even the losers may feel gratified in that they turned in a great job even if they didn't win a material prize.

Yes . . . the WEST WON . . . For the first time in . . . well, anyway a good, long time. E. T. Gomersall and his Western Wonders just busted things wide open and walked away with the honors.

However . . . not all honors went to the West. Leo Abrams put over Big U for the leading exchange prize of a week's extra salary to every employee and "Bill" Kelly of Boston romped home with first money for having the highest standing among the salesmen. Leo Abrams also gets \$500 cash.

The Carl Laemmle,

Jr., Appreciation Drive was full of sensational features.

It was a fight to the finish all the way to the tape. The REAL

FIGHT was between NEW YORK and NEW HAVEN for

first place . . . and what a battle that was! If New Haven

had . . . but it's too late for the IFS . . .

anyway, what's the use? . . . But the fact of the matter is that

scarcely two whole points separated these two offices as

they raced up the home stretch to the finish line. Neck-

and-Neck in the stretch . . . then nose-to-nose at the finish . . . and N. Y. won by a sneeze, so to speak.

PRIZE WINNERS

LEO ABRAMS, N. Y. — \$500
With Extra Week's Salary to all
Employees of N. Y. Exchange
WILLIAM KELLY, Boston, \$300
WILLIAM BAKER, Detroit, \$300
JOSEPH ENGEL, Phila., \$200

\$100 EACH to

Harry Furst, New York
Lou Patz, Des Moines
Joe Krenitz, Cleveland
Joseph Huff, San Francisco
William Shartin, Minneapolis
BEAUTIFUL WATCHES to

E. T. GOMERSALL
Winning Sales Manager
W. J. HEINEMAN
Winning District Manager

West

G. E. Craddock
B. Eisenberg
J. F. Camp
H. H. Winberg
W. S. Quade

East

W. Winnick
H. Young
Ben Price
J. Davis
J. Liggett

William Kelly, Bost., outstanding salesman, won \$500. Wm. Baker of Detroit, 2nd, \$300. Joe Engel, Phila., 3rd, \$200. Other leading salesmen who won \$100 each were: Harry Furst, N.Y.; Lou Patz, Des Moines; Joe Krenitz, Cleve.; Joseph Huff, San Francisco; William Shartin, Minn.

Beautiful watches were won by the 5 leading men in each division. They were G. C. Craddock, Seattle; Ben Eisenberg, Chi.; J. F. Camp, Milwaukee; H. W. Wineberg, Los Ang.; W. S. Quade, Okla. City; Wm. Winnick, N. Y.; H. Young, Cleve.; Ben Price, N. Y.; J. Davis, Boston; Jules Liggett, N. Y.

E. T. GOMERSALL, Western Sales Manager, won the surprise prize, a jewel-studded watch. William Heineman also won a watch as leading District Manager.

LOOKING AHEAD

Published
In the Interests of the Sales
Department of



730 Fifth Avenue, New York, N. Y.

CARL LAEMMLE, President
Carl Laemmle, Jr., General Manager
of Production

L. J. Schlaifer, Gen'l Sales Manager

ANDY SHARICK, Editor

SELL NOW!

By L. J. SCHLAIFER

The many unsold situations in each exchange territory as well as all unsold product must be cleaned up immediately. Spots that are not closed in the next few weeks can be definitely written down in the column of "lost revenue." Every effort must be made at once to place these had spots in the RIGHT column.

Conditions are generally improving. There has been a decided box-office improvement everywhere since the first of the year. The exhibitor who a short time ago was unapproachable is now in a buying mood. He is not over-loaded with other product because his pessimistic mood earlier in the year prevented this. You can go in and close this fellow now. Not only because he is feeling better... but because you have the product he needs... and he KNOWS IT.

With "MUMMY" and "THEY JUST HAD TO GET MARRIED" doing splendidly everywhere you have a smash closing argument. With two successful pictures in succession you have the very best sort of ammunition to blast these slow accounts out of their shells. In addition to this you have FOUR excellent pictures on the way. They are NAGANA, DESTINATION UNKNOWN, THE BIG CAGE and PRIVATE JONES. Read every word about these new releases elsewhere on this page... read it... let it sink in. What is said there, I assure you, is man-to-man facts. You do not have to discount one word of it.

I know how hard you are working to get in dates... but you must not neglect to concentrate on your unsold product. Unless you do this all of the splendid and praiseworthy work you did on the Carl Laemmle Jr. Appreciation drive will be negated. THIS MUST NOT HAPPEN.

Mr. Laemmle is checking carefully on the sales efforts at this time and I sincerely hope that every man in the sales organization will show an immediate improvement in daily and weekly business. YOU MUST CLOSE THOSE DEALS NOW!

TO MAKE MARCH 4th, 1933, LAEMMLE RED-LETTER DAY

Universal Salesmen Plan Giving 'U' Chief On That Day
The Best News He Has Ever Received

The Universal Sales department has decided to make March 4th, 1933, a RED LETTER DAY in the life of Carl Laemmle. There will be sent to him on that day a volume of played-and-paid business for the two-months' period ending on that date that will prove to him conclusively that the salesmen and entire field organization has also declared a "red deal"—a deal whereby UNIVERSAL is to get its just and deserved share of national box-office returns.

Each branch that shows creditable achievement in the Anniversary Celebration will receive a few days before March 4th, a Huge, Red envelope, addressed to Mr. Laemmle. Into this will be placed the daily totals of business obtained in dates by each salesman during the drive as shown on the sheets contained in the Salesmen's Business Charts which have been forwarded to each exchange.

Branches that do not show a creditable total of business for the drive will also send their totals to Mr. Laemmle... but not in a nice red envelope. These figures will be placed in a drab, blue envelope. There should be NO BLUE ENVELOPES. There must not be. Branches that try hard enough will be able to make a showing which will entitle them to contribute to the happiness of Mr. Laemmle's big Red Letter day.

ABOUT THOSE CHARTS!

A word about those business charts! They were provided for the salesmen to use in obtaining more dates. The charts were originally intended for the salesmen's use for only that part of the drive between January 15 and 28, which was especially designated for a concentrated "push" by the salesmen in connection with the Carl Laemmle 27th Anniversary Celebration.

However, the Business Chart idea was liked so well it was decided to keep it going for the full period of the drive. Letters were sent immediately to each exchange by E. T. Gomersall and Frank J. McCarthy explaining this and giving full details for the use of the charts.

At the end of the special two weeks' period, Jan. 15 to 28, the two-week recapitulation sheet at the front of the chart is to be taken out of the covers and mailed directly to either Mr. Gomersall or Mr. McCarthy. New recapitulation sheets covering each two-week period of the drive will be forwarded together with additional daily-work folders. The daily folders are to be kept in the special cover until the end of the drive in March when they will be forwarded to Mr. Laemmle in a RED or BLUE envelope... and IT MUST BE A RED ONE.

PEP CLUB

All You Need To Join Is A Little Of The Old 'U' Spirit

ALL MEMBERSHIPS HONORARY

Things aren't any brighter where that good old sun is shining out in Central Park than they are right here in the Home Office these days. With good news coming in with each mail, wires of congratulations from theatres for fine box-office pictures and the best news of all from the coast daily on new productions. Is everybody happy? I'm telling you!

Pep and good feelings are really more contagious than depression blues. And the Home Office feeling is being reflected all through the organization. There is evidence of that good old Universal pep on every front. All of this evidence has given birth to another swell idea. A Pep club is being formed in the Home Office. This will be a club without meetings and with a membership purely honorary. But it will be a real honor to be elected to the Universal Pep club; because it will indicate outstanding achievement.

The first memberships will be elected next week when the first returns come in on the two-week period set up in the salesmen's business charts. Each week two new memberships will be posted, one from the east and one from the west. These memberships will indicate the man in each division who got the most dates for that period in the Carl Laemmle 27th Anniversary Celebration.

So... come on... let's go on. Let's prove to Carl Laemmle, Sr., that this IS THE SAME ORGAN-

(Continued on Page 4)

Coming 'U' Releases Best Of Season's Product

Universal's big guns are loaded with a powerful charge. With a salvo of four big pictures at one time there will be a report that will be heard throughout the industry... a far that will shake old Man Depression's front teeth out.

There is real cause for excitement. Reliable, man-to-man information has been received on NAGANA, DESTINATION UNKNOWN, THE BIG CAGE and PRIVATE JONES. BOYS. You've got something to shout about. And you can shout in high G if you want to. Here is the product that you... and every theatre manager in America has been waiting and praying for. AND DON'T KEEP IT A SECRET.

NAGANA is a smash-sock picture in every way. There is the exotic allure of beautiful Tala Birell against a background of nature—the raw thrills which will fasten this picture securely forever in the mind and memory of every person who sees it. To describe any of the pulse-pounding thrills in this picture would be a mistake. No words could attempt description. Mere words are insignificant in the face of such stupendous things. Wait until you see it... but, No... don't wait... Take our word for it... Go out and shout... it's right now.

"Thrills without end and a plot that grips one with breathless interest"... That's what SCREENPLAY says about DESTINATION UNKNOWN. But that isn't the half of it. Here is one of the most unusual tales ever translated to the screen. It takes you through hell

and highwater on the wings of a romance that will steal into your heart and pound with every pulse-beat. And what a cast! Pat O'Brien... Ralph Bellamy... Alan Hale... Russell Hopton... Betty Compson... Tom Brown.

"The Big Cage" is one of the really big box-office pictures of the year. That's not merely a prediction. It's a statement you can bank on. The star, Clyde Beatty, has had more publicity during the last two years than the average of a dozen stars. Two-page Sunday feature sections, long, illustrated stories from every feature service, stories of his life in leading magazines and now a book of his life. That to start with... and reports from the coast prove that Carl Laemmle, Jr. has come through with another triumph as far as production is concerned. Another of those good, old triple alliances... star, story and production. Besides Beatty there are on the cast Wallace Ford, Raymond Hatton, Anita Page, Andy Devine, Vess Barnett, Reginald Barlow, Mickey Rooney and others.

There isn't room to say the things we'd like to say about PRIVATE JONES. More about that in next edition. With Gloria Stuart and Lee Tracy in the leading roles... well, you know what that means as far as cast is concerned... two of the most popular stars of to-day... Just look at this cast... Stuart and Tracy... Donald Clark, Frank McHugh, Shirley Grey, Russell Gleason, Emma Dunn, Walter Catlett, Al Hill, Berton Chatterell and several more.

FINAL STANDINGS LAEMMLE, Jr. APPRECIATION DRIVE



E. T. GOMERSALL

« THE LEADERS »

E. T. (Peck) Gomersall and Leo Abrams . . . two men whose work stood out in bold results in the Carl Laemmle, Jr., Appreciation Drive . . . Mr. Gomersall led his western division to a victory, the first time West has beaten East for many years . . . and Leo Abrams made it possible for his employees to get a week's extra salary.



LEO ABRAMS

STANDINGS—BY DIV. MANAGERS

- | | |
|-------------------|------------------|
| 1. W. J. HEINEMAN | 4. W. RICHARDSON |
| 2. H. GRAHAM | 5. C. HAGUE |
| 3. D. MILLER | |

STANDINGS BY EXCHANGES

1. NEW YORK
2. New Haven
3. Dallas
4. Milwaukee
5. Boston
6. Portland
7. Cleveland
8. San Francisco
9. Los Angeles
10. Detroit
11. Seattle
12. Indianapolis
13. Chicago
14. St. Louis
15. Oklahoma City
16. Philadelphia
17. Pittsburgh
18. Sioux Falls
19. Buffalo
20. Vancouver
21. Minneapolis
22. Denver
23. Des Moines
24. Kansas City
25. New Orleans
26. Albany
27. Cincinnati
28. Washington
29. Charlotte
30. Omaha
31. Memphis
32. Salt Lake City
33. Atlanta
34. Toronto
35. Winnipeg
36. Calgary
37. St. John
38. Montreal

STANDINGS BY SALESMEN

- | | |
|-------------------------------------|-------------------------------------|
| 1. W. KELLY, BOSTON.....\$500. | 5. L. PATZ, DES MOINES.....100. |
| 2. W. BAKER, DETROIT.....300. | 6. L. KRENITZ, CLEVELAND.....100. |
| 3. JOE ENGEL, PHILADELPHIA.....200. | 7. J. HUFF, SAN FRANCISCO.....100. |
| 4. H. FURST, NEW YORK.....100. | 8. W. SHARTIN, MINNEAPOLIS.....100. |
| 9. C. Craddock.....Seattle | 40. E. Hill—Tie.....Minneapolis |
| 10. B. Eisenberg.....Chicago | A. Titus—Tie.....New Haven |
| 11. P. Winnick.....New York | 41. A. Kolitz.....Cincinnati |
| 12. B. Price.....New York | 42. J. Young.....Washington |
| 13. H. Wineberg.....Los Angeles | 43. J. Leon.....Philadelphia |
| 14. J. Liggett.....New York | 44. J. Kauffman.....Pittsburgh |
| 15. J. Camp.....Milwaukee | 45. D. Schoeninger.....Cleveland |
| 16. H. Young.....Cleveland | 46. M. Daniels.....Dallas |
| 17. W. Quade.....Oklahoma City | 47. R. Funk.....Chicago |
| 18. J. Davis.....Boston | 48. G. Levy.....Indianapolis |
| 19. H. Percy.....Portland | 49. N. LeVene.....Cincinnati |
| 20. A. Frey.....Los Angeles | 50. H. Williams.....Atlanta |
| 21. A. Adamson.....Portland | 51. R. Scott—Tie.....Vancouver |
| 22. H. Fields.....Los Angeles | J. Sarfaty—Tie.....St. Louis |
| 23. M. Morgan.....Milwaukee | 52. C. Townsend.....Detroit |
| 24. J. Lefky.....Cleveland | 53. L. Hess.....Pittsburgh |
| 25. L. D. Lutzer.....Dallas | 54. L. Rosenthal.....Sioux Falls |
| 26. H. Hynes.....St. Louis | 55. C. Feldman—Tie.....San Fran. |
| 27. J. H. Lutzer.....Dallas | J. O'Connell—Tie.....Denver |
| 28. H. Hull.....Indianapolis | 56. J. Leary.....Pittsburgh |
| 29. T. Meyers.....Chicago | 57. C. Jordan.....Atlanta |
| 30. J. Withers.....Buffalo | 58. C. Butler.....Indianapolis |
| 31. L. Hoss.....Denver | 59. L. Lieser.....Philadelphia |
| 32. D. Barnholdt.....Pittsburgh | 60. J. Spandau.....Buffalo |
| 33. J. Erickson.....San Francisco | 61. A. Berg.....Minneapolis |
| 34. O. Siegel.....Buffalo | 62. Jack Engel.....Philadelphia |
| 35. B. Gibson.....Dallas | 63. A. Cheatham.....Charlotte |
| 36. E. Block.....Kansas City | 64. A. Littman.....Cincinnati |
| 37. W. Feldstein.....Detroit | 65. A. Davis.....Salt Lake City |
| 38. A. Bloom.....Seattle | 66. J. Curran.....Boston |
| 39. T. Wildman.....Kansas City | 67. J. Gins.....Washington |
| | 68. W. Withers.....Seattle |
| | 69. F. Duffy.....Albany |
| | 70. J. Levine.....Philadelphia |
| | 71. H. Konnis.....Boston |
| | 72. C. Weil.....Albany |
| | 73. A. Sipe.....Memphis |
| | 74. C. Wade—Tie.....Salt Lake |
| | H. Frederick—Tie.....Salt Lake |
| | J. Raper—Tie.....Minneapolis |
| | 75. C. Alexander.....Charlotte |
| | 76. G. Bradford.....St. Louis |
| | 77. P. Bryan.....Oklahoma |
| | 78. F. Vaughan.....Calgary |
| | 79. F. Baker.....Denver |
| | 80. P. Spindler.....New Orleans |
| | 81. K. Laemmle.....Los Angeles |
| | 82. J. Fieldman.....Atlanta |
| | 83. A. Wilson.....Winnipeg |
| | 84. B. Frank.....Washington |
| | 85. M. Schwartz.....Chicago |
| | 86. W. Brandenburg.....Atlanta |
| | 87. J. Emenheiser.....Memphis |
| | 88. S. Nesbitt.....Cincinnati |
| | 89. W. Saul.....St. John |
| | 90. T. Vatz.....Omaha |
| | 91. M. Davis.....Montreal |
| | 92. L. Rosenfield.....Toronto |
| | 93. J. Fater.....Washington |
| | 94. E. Eckert.....Omaha |
| | 95. M. Frankel.....Des Moines |

EAST WINS FIRST LAP IN 27th ANNIVERSARY CELEBRATION

MEN ON TOES IN NEWS DRIVE

With one eye on that trip to Europe with Carl Laemmle, Sr., and the other on Mr. Cash Bonus, Universal salesmen to the man last week jumped on their favorite steed and dashed madly away for extra NEWSREEL business. They raised the dust in many a quiet corner . . . and incidentally raised some swell new deals before the fracas was over.

Enthusiasm was running high at every point visited by your reporter. Every man felt that the bonus plan was just so much gold in his pocket. And as to the trip to Europe . . . well, no salesman is going to be beaten out of that if he can help it. So it looks like a man-against-man fight all down the line.

Keep that BONUS PLAN in mind. A bonus equalling the first week's rental for new contracts is pretty soft. And 50 per cent on renewals is pretty sweet dough, too. Get yourself plenty of bonus and you'll be well on your way to Europe, too.

'Ginley Gets Goin'

L. J. McGinley opened the ANNIVERSARY Celebration with a bang in his territory. He sent out to every exhibitor a swell one-sheet which really served TWO purposes. It was a New Year's greeting as well as a snappy opening for the date drive. This one-sheet was printed in bright red and urged Exhibits to "Make it a Happy & Prosperous New Year by booking UNIVERSAL PICTURES during Carl Laemmle 27th Anniversary Celebration, Jan. 1—March 4—Thanks and Best wishes!" There was a place for a signature at the bottom and the salesman for the territory to which each poster went, signed.

Out Where The West Begins . . . (if and when)

Out where it's no disgrace to fight
And men forget their sins;
Where the sun drops into the sea
each night—
Out where the west begins.

The East with its taunting laughter
Looks West with sardonic grins—
But their "lead" they better look
after,
Or 'twill be "OUT" When the West
begins.

Carl Laemmle, Jr.'s team in first place; Washington tops all exchanges; Seattle — Memphis lead teams. Razz-berries consigned to Claire Hague, Toronto; Cadman, Los Angeles; Rue, Salt Lake City; Gruenberg, Sioux Falls; E. T. Gomersall, and E. D. Leishman at end of second week celebrating the Carl Laemmle 27th Anniversary Celebration.

The first two weeks of the campaign to set a new record of playing and paid business for January and February as a special tribute to Carl Laemmle, Sr., upon his 27th Anniversary Celebration, closed with the East leading the West and Carl Laemmle, Jr.'s team out in front in the three team set-up by a healthy margin.

The leading exchange in each team was as follows: first, Eddie Heiber's Stamping Senators; Second, L. J. McGinley's Seattle

Maneuvers, and E. D. Leishman, sponsor of the leaves in the Home Office; R. J. Cadman's Los Angeles Larriagers; Jack Rue's Salt Lake City Sod-busters; Eddie Gruenberg's Sioux Falls Steppers.

E. J. McCarthy's Eastern Miracle-Men ran true to form getting out in front at the shot of the gun for the third consecutive time in an Anniversary campaign. But . . . there was noticeable a shortening of the gap that existed last year. This year its gonna be a race, gentlemen.

RAZZ-BERRY CONSIGNMENTS

RAZZ-BERRIES consigned to Claire Hague, Toronto; Cadman, Los Angeles; Rue, Salt Lake City; Gruenberg, Sioux Falls; E. T. Gomersall and E. D. Leishman at end of second week of Carl Laemmle 27th Anniversary Drive.

Swatters; Third, Bill Sipe's Memphis Maulers.

In the district contest the Keystone Krashers came into the lead the first week and held it when the gong sounded at the end of the second week's stanza.

RIPE BERRIES MUST FALL

In a number of spots rain and continued warm weather with low barometric pressure registered on exchange thermometers . . . fruit ripened quickly and fell into the laps of quite a few people who weren't happy about it. These ripe, luscious, RAZZ-berries (with full sound effects) fell to E. T. Gomersall, Claire Hague's Maple Leaf

"Peck" Gomersall's Western Wonders were so close they were eating dust as the bell rang on the first lap of the big week. At the end of the second week the Westerners were breathing hard but right running the East nose-and-nose.

Three districts of the East were in the cellar division of the district set-up as we went to press; while Harry Graham's Lone Star Grangers had driven their broncos right up onto the Keystone's front door step. And the second week of the drive Dave Miller's prairie pines raced past Richardson's Sunshine boys with extended salutes.

SO . . . it's anybody's race . . . and a RAZZ-berry to the hindmost.

Fater Sells First 'Rome Express' Deal

J. Fater, selling out of the Washington, D. C. exchange, grabbed the first deal in the country on ROME EXPRESS, and a real deal it was, too. Fater made this sale to the Radium Theatre Corporation, Cape Charles, Va. The BEST news concerning this deal, however, is the fact that FATER sold the picture RIGHT. He got TOP GROUP 1933 PRODUCT price against percentage. Fast work . . . and a swell deal.

PEP CLUB

(Continued from Page 2)

ZATION that went out last fall and in the face of all obstacles put over the greatest sales drive in Universal history. . . . Let's show Mr. Laemmle what PEP means. . . . Be the first man to be posted for membership in the new PEP CLUB.

Levine Tips 'Em

George Levine has a good system which gets exhibitors on the anxious seat for coming U releases. He has private information about coming pictures typed on small memo slips and shot out to leading buyers and bookers. He has just used this method for sending out a HOT teaser on "NAGANA."

'Rome Express'

A special screening of "Rome Express" was held at the Criterion Theatre, New York City, just as this edition of LOOKING AHEAD went to press. Metropolitan exhibitors, circuit buyers and bookers were present and gave picture a TREMENDOUS ovation. Some splendid deals were negotiated immediately as result of screening. Everyone present congratulated Universal for another splendid box office offering.

ANNIVERSARY DRIVE NEWS

This edition of Looking Ahead really covers two weeks of the Anniversary Celebration as the first week's figures were not available when the first edition went to press. So there are some interesting observations . . . straw, perhaps, blowing which way the wind is blowing.

DALLAS MOVES UP

Detroit dropped out of the second place position in the Blue team that it held at the end of the first week when that exchange was crowding Washington for first honors. The Michigan boys tobogganed to the No. 4 spot in the Blue team while Dallas hopped up to the No. 2 perch. Boston finished the second week in third place on the Blue team, up a notch from the previous week's finish.

Philadelphia shot up from 7th place to No. 5 and Chicago went from fifth to sixth place. The Cleveland Colts let out a couple of snorts when they saw that big, ripe RAZZ-berry in their territory and after an ambitious week, kicked the darned thing clear out to the coast where it landed in the Los Angeles exchange. This was the only Berry that took a ride. All others stayed where they landed the first week.

Things happened in the White team the second week. Seattle shoved Oklahoma out of the spotlight position . . . but not by much. Oklahoma lodged in the No. 2 spot with margin to spare. St. Louis stepped up a point and stepped on Milwaukee in doing it. There were no other changes in the relative standings of the White team.

There was quiet on practically all fronts for the Red Team. There were no changes recorded at the end of the second week except a little factional disturbance up in the Province to the north. Vancouver and St. John tangled and came out of the "go" with reversed positions. St. John moved down to thirteenth place and Vancouver took the vacated twelfth position.

Skorey Hits Ball

J. Matt Skorey, head skipper of the Omaha 'Ombers, didn't let any of the prairie sage-bush grow under his feet when he received word of the Carl Laemmle Twenty-seventh Anniversary Celebration. He laid out a strong drive campaign and then put it in the works.

Skorey's best stunt was to obtain a strong letter from Mayer Monsky, a well-known Omaha operator, written as one exhibitor to another, which was sent under this exhibitor's signature to every account in Skorey's territory. This paved the way for reaping a great harvest of playing time . . . and is a peach of a stunt in any man's language.

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Karl Thiede

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